

Yu Ma

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Education

- Ph.D., Olin School of Business, Washington University in St. Louis, St. Louis, Missouri, 2005. Dissertation Advisor: Chakravarthi Narasimhan.
- M.S.B.A., Olin School of Business, Washington University in St. Louis, St. Louis, Missouri, 2003.
- B.A., Business and Management School, Nankai University, Tianjin, China, 1998.

Academic Experience

- Associate Professor: Desautels Faculty of Management, McGill University, July 2016 – present.
- Associate Professor: School of Business, University of Alberta, July 2013 – June 2016.
- Assistant Professor: School of Business, University of Alberta, July 2005 – June 2013.
- Visiting Scholar: Desautels Faculty of Management, McGill University, August 2010 – June 2012.
- Adjunct Professor: Desautels Faculty of Management, McGill University, August 2013 – June 2014.

Professional Certification

- Microsoft Certified System Engineer, 2001.

Honors and Awards

- Bensadoun Faculty Scholar, McGill University, 2017- 2022.
- Retail Research Award, Alberta School of Retailing, 2012.
- Faculty Fellowship, Alberta School of Business, 2005.
- Beta Gamma Sigma Honor Society, Washington University in St. Louis, 2005.
- AMA Doctoral Consortium Fellow, Texas A&M University, 2004.
- INFORMS Doctoral Consortium Fellow, University of Maryland, 2003.
- Doctoral Fellowships, Olin School of Business, 2000-2004.
- Distinguished Graduate, NanKai University, 1998.

Research Interests

- Food Marketing, Retailing, and Data Analytics.

Peer Reviewed Publications

- Ma, Yu, Kusum L. Ailawadi, Mercedes Martos-Partal, and Óscar González-Benito (2023), “Dual Branding by National Brand Manufacturers: Drivers and Outcomes”, *Journal of Marketing*, forthcoming.
- Manoj Thomas, Yu Ma, Dinesh Gauri (2023), “Food Craving Increases Unhealthy Food Purchases: A Study of SNAP Households”, *Journal of Marketing Research*, forthcoming. Equal contribution.
- Rickett, I. M., Brown, J. R., MacKenzie, T. A., Ma, Y., Grewal, D., Ailawadi, K. L., & Emond, J. A. (2022), “Quantifying differences in packaged food and drink purchases among households with diet-related cardiometabolic multi-morbidity: a cross-sectional analysis.” *BMC Public Health*, 22(1), 1-16.
- Mamiya, Hiroshi, Alexandra M. Schmidt, Erica EM Moodie, Yu Ma, and David L. Buckeridge. "Generating community measures of food purchasing activities using store-level electronic grocery transaction records: an ecological study in Montreal, Canada." *Public Health Nutrition* 24, no. 17 (2021): 5616-5628.
- Liu, Jingwen, Peng Zou, and Yu Ma. “The Effect of Air Pollution on Food Preferences.” *Journal of the Academy of Marketing Science*, 50.2 (2022), 410-423.
- Labban, Alice, Yu Ma, and Laurette Dube. "A neurobehavioral account of differential consumer responses to price and in-store display between un/healthy food." *European Journal of Marketing* (2021), Vol. 55 No. 11, pp. 2988-3009.
- Ma, Yu, Cameron McRae, Yun-Hsuan Wu, and Laurette Dube. "Dissecting Vegetable Expenditure Patterns and Exploring Socioeconomic Inequity Pathways: Policy Insights for Traditional and Modern Contexts from A Consumer Choice Model of Loyalty Retail Data." *Frontiers in Public Health* 9 (2021): 1114.
- Mamiya, Hiroshi, Erica EM Moodie, Alexandra M. Schmidt, Yu Ma, and David L. Buckeridge. "Price discounting as a hidden risk factor of energy drink consumption." *Canadian Journal of Public Health* (2021): 1-9.

- Paquet, Catherine, Andre Krudel Portella, Spencer Moore, Yu Ma, Alain Dagher, Michael J. Meaney, James L. Kennedy, Robert D. Levitan, Patricia P. Silveira, and Laurette Dube. "Dopamine D4 receptor gene polymorphism (DRD4 VNTR) moderates real-world behavioural response to the food retail environment in children." *BMC public health* 21, no. 1 (2021): 1-9.
- Gielens, Katrijn, Yu Ma, Aidin Namin, Raj Sethuraman, Ronn J. Smith, Robert C. Bachtel, and Suzanne Jervis. "The future of private labels: towards a smart private label strategy." *Journal of Retailing* 97 (2021), no. 1: 99-115.
- Ma, Yu, PB Seethu Seetharaman, and Vishal Singh. "A multi-category demand model incorporating inter-product proximity." *Journal of Business Research* 124 (2021): 152-162.
- Rupinder P. Jindal, Dinesh K.Gauri, Wanyu Li, Yu Ma, "Omnichannel battle between Amazon and Walmart: Is the focus on delivery the best strategy?", *Journal of Business Research* 122 (2021): 270-280.
- Coghlan, Christopher, JoAnne Labrecque, Yu Ma, and Laurette Dubé. "A Biological Adaptability Approach to Innovation for Small and Medium Enterprises (SMEs): Strategic Insights from and for Health-Promoting Agri-Food Innovation." *Sustainability* 12, no. 10 (2020): 4227.
- Haruvy, Ernan, Peter Popkowski Leszczyc, Greg Allenby, Russell Belk, Catherine Eckel, Robert Fisher, Sherry Xin Li, John A. List, Yu Ma, and Yu Wang. "Fundraising design: key issues, unifying framework, and open puzzles." *Marketing Letters* (2020), 31(4), 371-380.
- Nielsen, Daiva E., Yang Han, Catherine Paquet, Andre K. Portella, Yu Ma, and Laurette Dube. "Interaction of DRD2/ANKK1 Taq1A Genotype with in-Store Retail Food Environment Exposures on Diet Quality in a Cohort of Quebec Adults." *Lifestyle Genomics* 13, no. 2 (2020): 74-83.
- Mamiya, Hiroshi, Alexandra M. Schmidt, Erica EM Moodie, Yu Ma, and David L. Buckeridge. "An Area-Level Indicator of Latent Soda Demand: Spatial Statistical Modeling of Grocery Store Transaction Data to Characterize the Nutritional Landscape in Montreal, Canada." *American journal of epidemiology* 188, no. 9 (2019): 1713-1722.
- Lu, Xing Han, Hiroshi Mamiya, Joseph Vybihal, Yu Ma, and David L. Buckeridge. "Application of Machine Learning and Grocery Transaction Data to Forecast Effectiveness of Beverage Taxation." *In MedInfo*, pp. 248-252. 2019.

- Li, Faith, Laurette Dubé, Yu Ma, Spencer Moore, and Andre Portella. "Field Evidence Of Synergy Between Individual Differences In Executive Control And Reward Sensitivity In Weight Management." *Annals of Behavioral Medicine* 53, no. 3 (2019).
- Mamiya, Hiroshi, Erica EM Moodie, Yu Ma, and David L. Buckeridge. "Susceptibility to price discounting of soda by neighbourhood educational status: an ecological analysis of disparities in soda consumption using point-of-purchase transaction data in Montreal, Canada." *International journal of epidemiology* 47, no. 6 (2018): 1877-1886.
- Ailawadi, Kusum L., Yu Ma, Dhruv Grewal (2018), "The Club Store Effect: Impact of Shopping in Warehouse Club Stores on Consumers' Packaged Food Purchases." *Journal of Marketing Research*, 55(2), 193-207.

Finalist for Journal of Marketing Research's 2019 Green Award.

- Rao, V.R., Russell, G.J., Bhargava, H., Cooke, A., Derdenger, T., Kim, H., Kumar, N., Levin, I., Ma, Y., Mehta, N. and Pracejus, J. (2018), "Emerging Trends in Product Bundling: Investigating Consumer Choice and Firm Behavior." *Customer Needs and Solutions*, 5(1-2), pp.107-120.
- Minakshi Trivedi, Dinesh K. Gauri, and Yu Ma (2017) "Measuring the Efficiency of Category-Level Sales Response to Promotions", *Management Science*, 63(10), pp. 3473–3488. Equal contribution.
- Jennifer Emond, Diane Gilbert-Diamond, Yu Ma, Dhruv Grewal, and Kusum Ailawadi (2016), "The Home Food Environment and a Young Child's Weight Status," *The FASEB Journal*, Vol. 29, No. 1, Supplement, 132.2.
- Laurette Dubé, Alice Labban, Jean-Claude Moubarac, Gabriela Heslop, Yu Ma, Catherine Paquet (2015), "A nutrition/health mindset on commercial Big Data and drivers of food demand in modern and traditional systems", *Annals of the New York Academy of Sciences*, 1331, pp 278-295
- Kalpesh Desai, Dinesh K. Gauri, and Yu Ma (2014), "An Empirical Investigation of Composite Product Choice," *Journal of Retailing*, 90 (4), 493-510. Equal contribution.
- Robert Fisher and Yu Ma (2014), "The Price of Being Beautiful: the Negative Effects of Attractiveness on Helping Children in Need," *Journal of Consumer Research*. 41(2), 436-450.

- David L. Buckeridge, Katia Charland, Alice Labban, and Yu Ma (2014), “A Method for Neighbourhood-level Surveillance of Food Purchasing,” *Annals of the New York Academy of Science*.
- Kusum L. Ailawadi, Karen Gedenk, Tobias Langer, Yu Ma, and Scott A. Neslin (2014), “Consumer Response To Uncertain Promotions: An Empirical Analysis Of Conditional Rebates,” *International Journal of Research in Marketing*, Vol. 31, No. 1, 94-106.
- Yu Ma, Kusum L. Ailawadi, and Dhruv Grewal (2013), “Soda versus Cereal and Sugar versus Fat: Drivers of Healthful Food Intake and the Impact of Diabetes Diagnosis”, *Journal of Marketing*, Vol. 77, No. 3, 101-120.
- Ernan Haruvy, Peter T.L. Popkowski Leszczyc, and Yu Ma (2014), “Does Higher Transparency Lead to More Search in Online Auctions?” *Production and Operations Management*, Vol. 23, 2.
- Nitin Mehta and Yu Ma (2012), “A Multi-Category Model of Consumer’s Purchase Incidence, Quantity and Brand Choice Decisions,” *Journal of Marketing Research*, lead article, 49(4), 435-451.
- Yu Ma, Alice Labban, Mathew Cherian, Arash Shaban-Nejad, David L. Buckeridge, and Laurette Dubé. System of Indicators for the Nutritional Quality of Marketing and Food Environment: Product Quality, Availability, Affordability, and Promotion. Chapter 27 in "*Diet Quality: An evidence-Based Approach Vol. II*", Victor R. Preedy (Editor), 2013, Springer, UK.
- Arash Shaban-Nejad, Masoumeh Izadi, Luke Mondor, Yu Ma, Laurette Dubé, and David L. Buckeridge (2012), “Knowledge-based Architecture for Integrating and Interpreting Population Health Data,” *Proceedings of the 13th ACM Annual International Conference on Digital Government Research*, 285-286.
- Yu Ma, P.B. Seetharaman, and Chakravarthi Narasimhan (2012), “Modeling Dependencies in Brand Choice Outcomes across Complementary Categories,” *Journal of Retailing*, 88, 47-62.
- Yu Ma, Kusum L. Ailawadi, Dinesh K Gauri, Dhruv Grewal (2011), “An Empirical Investigation of the Impact of Gasoline Prices on Consumers' Shopping Behavior”, *Journal of Marketing*, 75 (2), 18-35.

Other Publications

- Yu Ma, “Digital Transformation Required to Keep Canada's Retail Afloat”, *Retail Insider*, 2020.

- Dinesh K. Gauri, Rupinder Jindal, and Yu Ma. “Taking stock of the “new normal” in grocery retail”, Mass Market Retailer, 2021.
- Dinesh K. Gauri, Rupinder Jindal, and Yu Ma. “Higher Prices and Fewer Deals: Low-Income Customers Face Post-Pandemic Disparities”, Progressive Grocer, 2021.
- Xing Han Lu, Hiroshi Mamiya, Joseph Vybihal, Yu Ma, and David L. Buckeridge (2019), “Guiding Public Health Policy by Using Grocery Transaction Data to Predict Demand for Unhealthy Beverages”, Precision Health and Medicine – A Digital Revolution in Healthcare, Arash Shaban-Nejad and Martin Michalowski (Editors), 2019, Springer International Publishing.
- Hajar Fatemi, Yu Ma, Laurette Dube, (2015), “What's in an ad that impacts consumer purchase of healthy and unhealthy food? An empirical exploration in the Quebec Market”, Danone Institute Canada Grant-in-Aid Program Report.

Research Grants

- “Analysis Using Existing Databases and Cohorts- Population and Public Health - Healthy Cities Management”, CIHR Operating Grant, 2019, co-applicant, \$97,500 for 1 year. PI David Buckeridge.
- “A national investigation of the roles of genetics, social, emotional and environmental factors as determinants of nutrition and cardio-metabolic health among elderly adults in Canada”, CIHR Catalyst Grant, 2019, co-applicant. \$70,000 for 1 year. PI Daiva Nielsen.
- “An Empirical Investigation Of Digital Goods Consumption and Its Impact on Word-of-Mouth Marketing”, 2018, SSHRC Insight Grant, **PI**. \$66,209 for 4 years.
- “Choice Architecture: The Effect of Cross-Classification on Consumer Choice”, 2017, SSHRC Insight Development Grant, co-applicant, \$49,460 for 2 years. PI Luming Wang.
- “The influence of incentives and social media on charitable fundraising”, 2016, SSHRC Insight Grant, co-PI, \$185,000 for 5 years.
- “Highlighting, Bridging and Leapfrogging Conflicting Beliefs: New Strategy to Promote Nutritious Food”, 2014, Danone Institute of Canada, \$20,000 for 2 years. **Co-PI** with Sophie Chaxel and Laurette Dubé.
- “A Convergent Innovation Coalition for Sustainable Prosperity: Development Work for Agri-Food Systems,” 2014, SSHRC Partnership Development Grant, co-applicant. \$197,000 for 3 years. PI Saibal Ray.

- “Paths Of Convergence For Agriculture, Health And Wealth: Foundational Work For A Trans-disciplinary Whole-of-society Paradigm In Food And Nutrition Context”, 2014, SSHRC Insight Grant, co-applicant. \$354,517 for 5 years. PI Laurette Dubé.
- “A Management Flight Simulator Tool To Improve Economic Performance Of Nutrition-sensitive Food Innovation And Enabling Policy Environment”, 2014, Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ), co-applicant. \$142,890 for 3 years. PI Laurette Dubé.
- “An Empirical Investigation of Ingredient Branding Strategy and Its Consequence on Partner Brands,” 2013, SSHRC Insight Grant, **PI**. \$81,729 for 3 years.
- “Impact of Nutrition Navigation Program on Food Choices,” 2012, Alberta School of Retailing Seed Grant. \$8,000.
- “Competition between Auctions: Implications for Auction Design and Bidder and Seller Strategies,” 2011, SSHRC Grant, co-applicant. \$100,350 for 3 years. PI Peter Popkowski Leszczyc.
- “An Empirical Investigation of the Impact of Rapidly Increasing Gasoline Prices on Consumers Shopping Behavior,” 2008, Alberta School of Retailing Seed Grant. \$8,000.
- “An Empirical Study of Ingredient Branding Strategy,” 2007, SAS research fund, Alberta School of Business. \$2,500.
- “Aisle Caption,” 2006, SAS research fund, Alberta School of Business. \$2,500.
- “Multivariate Hazard Models for Multi Category Purchase Incidence Outcomes,” 2005, faculty fellowship, Alberta School of Business. \$12,000.

Conference Presentations

My papers have been presented at Marketing Science conferences, Choice Symposiums, Summer Marketing Educator’s Conferences, INFORMS conferences, ACR conferences, European Marketing Association Conference, Academy of Marketing Science Conference, Administrative Sciences Association of Canada Conference, Social Marketing Advances in Research and Theory Conference, International Marketing Trends Congress, Canadian Empirical and Theoretical (ET) Symposium, Canadian National Obesity Summit, Annual Warren E. Kalbach Population Conference, Consumer Goods Forum China Health & Sustainability Collaboration Conference, Grocery Innovations Canada.

Teaching

Undergraduates: Introduction to Marketing, Marketing Analytics, Marketing Strategy, Retail and Channel Management.

MBA/Master: Principles of Marketing, Retail Science and Data Analytics.

PhD: Marketing Research Methods and Applications

Service

Founding Academic Director, Master of Management in Retailing at McGill, 2018-2022. The responsibilities include leading the curriculum development of a new Master program, seeking university and provincial government approvals, hiring supporting staff, marketing and promoting the new program internationally, recruiting the first two cohorts, and overseeing the operations of the program.

Marketing Area Coordinator, August 2019-August 2021

Editorial Review Board: Journal of Retailing, Journal of Business Research, Review of Marketing Science. Ad hoc reviewers for: Journal of Marketing, Journal of Marketing Research, Marketing Science, Journal of Consumer Research, Journal of Consumer Psychology, International Journal of Research in Marketing, Marketing Letters, Food Policy, Trends in Food Science and Technology, SSHRC, and Mitacs.

(Co)Chair for PhD students: Javad Ghasempur Sis (2022-present), Cameron McRae (2020-present), Faith Li (2017-present), Alice Labban (2011-2014), Lianhua Li (2008-2009). Co-chair for Post-docs: Suhong (Susan) Xiong, 2013-2014, Yun-Hsuan Wu (2016-2017), Christopher Coghlan (2016-2017), and Ons Jedidi (2016-2017).

Marketing Research Track Co-chair, AMA 2018.

Committees: Department Tenure Committee, Specialized Master Programs Committee, Department Rep for Computing & Technology Advisory Committee, Re-admission Committee, Faculty advisor for Business & Beyond Toastmasters Club, Faculty advisor for University of Alberta Marketing Association, School of Business Teaching and Learning Taskforce, etc.